

# Belief Consulting Group China



**Belief** consulting **Group**

Innovative Solutions to Move Your Business Forward

# Introduction

Belief Consulting Group is an industry leader committed to providing professional cross-border consulting services that help western companies to be successful in China market. We are founded on the principle that passion for results, and bring a diverse set of skills and industry experience to each client engagement.

With strong multi-disciplinary and cross-cultural experience, we deliver a combination of value-added and high quality solutions to our clients to help them drive business growth and boost profits in China market. We help multinational clients understand the China market landscape by analyzing industries, profiling competition, sizing markets, segmenting customers, determine best distribution channels, evaluate most appropriate site locations, conducting procurement projects and OEM service, preparing investment feasibility studies, reviewing potential joint ventures or acquisitions, and delivering market entry and growth strategy in China.

# How Belief Consulting Group Differs

**Our focus** is on leveraging new technologies using proven and cost effective methods for each client. Working with customers to achieve their business objectives is our highest priority.

## **Striving for Excellence**

In Belief consulting, work doesn't stop at delivery of services. We continuously improve our processes, improve skill sets of our workforce, and increase our capabilities.

## **Technology Adaptability**

We believe in adapting quickly to the changing environment and see every change and challenge as an opportunity to set us apart and distinguish ourselves. We are quick to adapt technology changes to manage a difficult environment, meeting different needs of customers, taking on wider job scopes, and rise to the occasion

## **Customer Focus**

We are gaining essential competitive advantage through our customer-focus processes. Our processes are systematically aligned with Customer Expectations and company wide business goals.

# Service Offerings

## China Entry Services

- Phase 1: Planning
- Phase 2: Project Execution
- Phase 3: Advisory Services

## Market Report Services

- Market Analysis
- Primary and Secondary Research
- Consulting & Support

## Sales Channel Building/ Distributor Sreening

- Distributor Market Analysis
- Distributor Identification & Selection
- Distributor Development
- Supply Chain
- Consulting & Support



## M & A Support

- Target Identification & Selection
- Strategy Formulation
- Due Diligence Support
- Legal & Govt. Approval
- Deal Negotiation
- Deal Closure & Post Closing Support

## China Sourcing and OEM Service

- Supplier Market Analysis
- Vendor Identification & Selection
- Vendor Development
- Supply Chain
- Consulting & Support

# Client Reference



# Leadership

<p>Joyce Xu <i>Partner</i></p>	<ul style="list-style-type: none"> <li>• Born in China, PRC citizen; Bi-lingual Chinese and English</li> <li>• Extensive hands-on experience in market research projects, personally attending respondent interviews and analyzing results in every project.</li> <li>• Responsible for whole corporation strategy, developing research direction, consulting strategy, and execution plan</li> <li>• General Management</li> </ul>
<p>John Liang <i>Partner</i></p>	<ul style="list-style-type: none"> <li>• Born in China, PRC citizen; Bi-lingual Chinese and English</li> <li>• Worked in sales consultancy and business development roles for MNCs FE Investment Co., Ltd, Sandler AG, NHST Group</li> <li>• Working as a consultant for many industry aspects,</li> <li>• Full expenses on project management, market research, sales coordination, channel sales management. John helped German and Danish enterprises go into China market successfully with millions of Euro turnover. The successful reference projects or companies are Erfurt, Sandler, Mepra, Bartscher, Steelite, Follman et</li> </ul>
<p>Raymond Zhu <i>Business Director</i></p>	<ul style="list-style-type: none"> <li>• Born in China, PRC citizen; Bi-lingual Chinese and English</li> <li>• Lead multiple market research projects across industries including cardiovascular, bio-science, industrial manufacturing, etc., including defined research objectives, segmented the market into target stakeholders, and conducted in-depth one-on-one interviews with end users, channel partners, competitors, influencers of the decision process, etc.</li> <li>• Part of successful reference projects or companies are Celas, Chromalox, Addgene, Robb Surgical, Biontex, VUHL, Harris, Liposcience, Cellapplication, Debao</li> </ul>

# Bostel Consulting



**BOSTEL CONSULTING**  
YOUR FIRST CHOICE FOR AUTOMOTIVE

**Bostel Consulting** serves as Market Access Partner Germany, Austria, Switzerland for Belief Consulting Group.

**Bostel Consulting** - Your First Choice For Automotive - provides Change Management to lead a major improvement/transformation project, Performance and Operations Management implementing a major initiative (product launch, relocation, integration, supply chain), Crisis Management to address urgent and major issues/turnaround, Supplier Quality Management for Potential Analysis and Process Audits, and Make in India and China consulting to help international companies to be successful in India and China.

## **Bostel Consulting**

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## **Transformation Management**

You are a business leader in an automotive company considering engaging a mature, professional executive, well qualified by relevant skills, practical experience and attitude, either to deliver a specific business result within a limited time period, or to fill a gap in executive staffing?

## **Supplier Quality Management**

You are a business leader in an automotive company with the need to analyze new suppliers or audit the manufacturing process for your product at an established supplier? You don't have the internal manpower to execute this in due time?

## **Make in India - Make in China**

You are a business leader in an automotive company with the need to set up greenfield, sales office, supply base, fully owned subsidiary, distribution structure and ongoing advisory for ramping up business and in identifying merger & acquisition opportunities in India or China?

# Contact Us

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